



## We've Been Here All Along

The Greater Lehigh Valley Chamber of Commerce works every day to improve the economy and quality of life in the Lehigh Valley.

Our mission unites us with business people and communities across the Lehigh Valley as we purposefully connect businesses (The Power of Partnerships), enhance the vitality of our communities (On Every Main Street), and promote the benefits of diversity in the workplace (21<sup>st</sup> Century Chamber).

## Now More Than Ever

During the COVID-19 mitigation mandates, The Chamber immediately took action to promote those small businesses that were able to operate. We provided financial relief to small businesses to help pay their bills, and prepared for reopening business while mitigating the spread of the virus.

- The Chamber has been in daily contact with our local, state and federal public officials by phone, email and letter correspondence to stand-up for the needs of Lehigh Valley businesses.
- The Chamber's Public Policy & Government Affairs team consulted hundreds of members regarding the life-sustaining vs non-life-sustaining status of their business; Unemployment benefits, filing for Pandemic Unemployment Assistance (PUA) for independent contractors, gig workers and sole props; PA DCED, CARES, and PPP loans and bank connections; Pennsylvania's color coded phases of reopening; as well as digging for answers to the rest of the Governor's mandates and announcements.
- The Chamber Immediately set up a [COVID Resource Guide](#) page on our website which serves as a clearinghouse of pertinent, up-to-date information regarding public health, safety, and other useful resources to help businesses make appropriate decisions as well as a hub for up-to-date information on employee resources, information from federal, state and county agencies, financial support information, guidelines for reopening and information from the PA Department of Health.
- We launched [#OpenWeStandLV](#) which features hundreds of retailers and restaurants on every Main Street to encourage residents to support our local businesses by taking advantage of the creative solutions some have implemented to provide their product or service to the community.
- In April, to help small businesses, The Chamber dispensed grants in three phases totaling \$353,000 through its [Lehigh Valley COVID-19 Relief Fund](#). We sincerely thank our partners, including: BB&T, now Truist, The Chamber, David Jaindl, Equinox Benefits Consulting, Capital BlueCross, Dynegy, ESSA Bank, Wells Fargo, Walmart/Sam's Club and Amazon.com, as well as the individual donors. To date the fund has provided 320 small business owners in Carbon, Lehigh, Monroe, Northampton and Warren (NJ) counties with grants up to \$1,500 each.
- The Chamber worked with our health systems, including St. Luke's University Health Network and Lehigh Valley Health Network, as well as a number of local and state government officials to provide timely messaging about flattening the curve, social distancing, personal hygiene and much more. Public service announcements have been incorporated as weekly updates on our [Business Matters TV show](#) featuring experts from across the region.
- Chamber President Tony Iannelli has led the "Gotta Get Back!" movement through his "Coming Back From COVID" video series, billboards, radio appearances, and newspaper columns.
- The Chamber has worked to provide up-to-date information for the best way to navigate reopening facilities to the public whether it is for proper sanitization of high-touch surfaces or supplies/infrastructure needs to ensure public health safety. We have created a page for business to go to for accurate resources on reopening procedures at [#ReOpenLV](#).

- The Chamber has provided and will continue to schedule important [Webinar Programs](#) to inform members on the latest guidelines and information on subjects like CARES Act, PPP Loan Forgiveness, Employment Law, and Transitioning Back to your Workspace. We've also provided a continuous opportunity for individuals to connect virtually, through free networking sessions scheduled weekly.
- Our Diversity team has been responsive to the community's needs by:
  - Developing similar messaging and information for our Latino and Hispanic community
  - Launching a [Black Business Directory](#) where businesses can upload their information in one centralized place so that the community can make an economic commitment for strategic change.
- Our [Hispanic Chamber](#) has developed similar messaging and information for our Latino and Hispanic community.
- As we champion for best practices and adherence to following CDC, OSHA and state and local government guidelines, we will be encouraging our members and local businesses to sign [The Vow of The Valley](#). Signers of The Vow commit to follow the proper guidelines for reopening and to support one another as the region works together to ensure safety for everyone – our businesses and the community at large.

These are just some of the ways The Chamber has proactively served our businesses and communities during the pandemic emergency. We have led the way in taking back our economy while helping businesses reopen with confidence and with safety in mind.

The Chamber organization is wholly sustained by our members; please consider aligning with us by supporting our mission so we can continue to help connect and build businesses and communities across the Valley. We look forward to recognizing those who came through for us in our time of need!

The Lehigh Valley is a giving community; we have a long history of taking care of each other and we will continue to do so.

Thank you!